Market segments with new models suffer

Production cuts reduce inventories to 70 days

Continued from Page 1

were still the heaviest.

The stockpile of compact cars plummeted from 92 days Feb. 1 to 54 days and was the segment lightest in supply March 1.

The industry had a 68-day supply of standards, down from 72½ days a month earlier, and a 63-day supply of luxury cars, off from 77 days.

The March 1 inventory was divided this way by market segments: Subcompact, 28.11 percent; compact, 21.34 percent; intermediate, 32.12 percent; standard, 12.11 percent; and luxury, 6.32 percent.

A month earlier, the inventory was divided as follows: Subcompact, 29.53 percent; compact, 23.47 percent; intermediate, 30.23 percent; standard, 10.73 percent, and luxury, 6.04 percent.

• The March 1 days-supply figures by market segment were:

Subcompact—Lynx, 50½; Escort, 52; Chevette, 52; T1000, 63; Horizon, 67; Omni, 69½; Eagle SX/4, 72; TC3, 81; 024, 82, Spirit, 87; LN7, 90½; Cavalier, 93; EXP, 94; J2000, 114, and Rabbit, 138½.

Compact — Citation, 36; Zephyr, 36; Firebird, 36; Skylark, 43; Phoenix, 46; Fairmont, 50; Omega, 50; Camaro, 59; Reliant, 69; Aries, 77; Mustang, 79; Eagle, 79; Capri, 88, and Concord, 105.

Intermediate — Cougar, 33; Granada, 49; Gran Fury, 55½; New Yorker, 61; Bonneville, 74; Diplomat, 74; Celebrity, 78; Century, 80; LeBaron, 83; Regal four-door, 83; Cutlass four-door, 83½; Cordoba, 86½; Cutlass Supreme two-door, 92; Cutlass Ciera, 92½; Regal two-door, 93; Grand Prix, 97; XR-7, 98; Malibu, 100; Thunderbird, 107; Monte Carlo, 112; Pontiac 6000, 121; Mirada, 124, and Dodge 400, 128½.

Standard — Pontiac, 50; Olds Eighty-Eight, 57; Mercury, 58; Olds Ninety-Eight, 65; LeSabre, 66; Ford, 69; Chevrolet, 79; and Electra, 84.

Luxury—Continental, 35; Seville, 41; Lincoln, 57; Eldorado, 60; Cadillac, 61; Mark VI, 70; Corvette, 82½; Cimarron, 85; Riviera, 86; Toronado, 88, and Imperial, 99.

Deadline changed for rewording of Chrysler paper

WASHINGTON. — Chrysler Financial Corp. has been granted a delay in the deadline for changing its retail installment contracts. The Federal Trade Commission, modifying a February, 1981, order, has given Chrysler until April 1 to revise forms to dealers outlining consumer rights in repossession cases.

Under the original order, Chrysler had to eliminate by Feb. 18 any misleading or erroneous contract explanations about debtors' liability for a deficiency.

Another requirement was to change the contracts to explain debtors' rights to any repossession surplus. Revised forms containing this change were to be distributed for dealers' use within a year after FTC's final decision in a related case.

Chrysler Financial asked that April 1, 1982, be the effective date for both changes.

Ford, GM cut prices charged each other

DETROIT. — Ford Motor Co. and General Motors have asked suppliers to cut prices by 2 percent. As do all the U. S. makers, both firms annually sell each other components valued far into the millions.

Each has cut by 2 percent the prices charged the other. A top-ranking Ford officer told AUTOMOTIVE NEWS, "They buy more from us than we do from them so the trade balance is in our favor."

1976 Ford strike aided SUB plan, Woodcock recalls

ANN ARBOR, Mich.—The 28-day strike against Ford Motor Co. in 1976 paved the way for dramatic increases in high-seniority SUB benefits, according to Leonard Woodcock, former UAW president.

He said the safety factors developed with the SUB fund in the 1950s became less reliable in the 1970s, causing the strike. The 1976 Ford contract gave workers with 10 years' seniority a Guaranteed Benefit Account which backs up the regular SUB fund if it is exhausted.

Ford's new agreement gives workers with 10 years' seniority up to 104 weeks of benefits, up from the previous 52 weeks.

But Woodcock said the new SUB fund is based on a recovery of the auto industry and "at best it cannot be constructed to withstand continuing inflation."

The new Ford agreement was ratified by the rank-and-file in late February by a 73 percent majority.

The unofficial count was 43,683 for and 15,933 against.

IH's executives to repay big loans after all

CHICAGO. — International Harvester Chairman Archie McCardell and President Warren Hayford have agreed to repay portions of some $2 million in loans that the IH board previously had forgiven.

Details of the payback agreement have not been revealed.

The loans were part of compensation packages that each executive negotiated before leaving a high ranking post at Xerox Corp. to join IH.

Forgiveness of the loans was tied to IH's financial performance in comparison with that of its competitors.

In the fiscal year ended Oct. 31, 1979, IH profits more than doubled from those of the previous year, and portions of the loan were forgiven. Then IH fortunes changed and the status of the loans became an emotional issue.

NEW CAR STOCKS

	Mar. 1, 1982	Feb. 1, 1982	Mar. 1, 1981
Spirit	87	151	52
Concord	105	144	55
Eagle	79	74	59
Eagle SX/4	72	85	59
AMERICAN MOTORS	88	112	55
Horizon	67	124½	54
TC3	81	127	54
Reliant	69	94	66
Gran Fury	55½	86½	—
Plymouth	70	106	59
LeBaron	83	101	84
Cordoba	86½	97	87
New Yorker	61	77	—
Chrysler	76	93½	80
Imperial	99	158	176
Omni	69½	119	55
024	82	120	55
Aries	77	87	72½
Dodge 400	128½	145½	—
Diplomat	74	75	80½
Mirada	124	117	107
Dodge	82	104	67½
CHRYSLER CORP.	76	103	66
Escort	52	70	41
EXP	94	94	—
Mustang	79	128	72
Fairmont	50	82	76
Granada	49	85	103
Thunderbird	107	121	71
Ford	69	79	84
Ford	61	89	65
Lynx	50½	93	50
LN7	90½	179½	—
Capri	88	139	57
Zephyr	36	59	52
Cougar	33	66	76
XR7	98	130	75
Mercury	58	63	56
Mercury	55	88	57
Lincoln	57	69	59
Continental	35	63	—
Mark VI	70	77	56½
Lincoln	57	69	57½
FORD MOTOR CO.	59	87	63
Skylark	43	99	37
Century	80	125	—
Regal 4-door	83	104½	76
Regal 2-door	93	112	48
LeSabre	66	72	60
Electra	84	95	63½
Riviera	86	103	55½
Buick	74	102½	52
Cimarron	85	174	—
Seville	41	87	72
Cadillac	61	65½	52½
Eldorado	60	60	50
Cadillac	60	72½	54½
Chevette	52	97	32
Cavalier	93	266	—
Citation	36	85	66
Camaro	59	76	67
Malibu	100	72	92
Celebrity	78	243	—
Monte Carlo	112	110	75
Chevrolet	79	86	80½
Corvette	82½	79	74
Chevrolet	66	106	59½
Firenza	292	—	—
Omega	50	81½	47
Ciera	92½	140½	—
Cutlass Sup. 4-dr.	83½	63	52
Cutlass Sup. 2-dr.	92	93	50
Olds 88	57	54	44½
Olds 98	65	64	43
Toronado	88	82½	52½
Oldsmobile	78	79	48½
T-1000	63	140½	—
J-2000	114	259	—
Phoenix	46	112½	61
Firebird	36	50	72
Bonneville	74	82	94½
6000	121	204½	—
Grand Prix	97	98	64
Pontiac	50	60	86
Pontiac	72½	117	65
GENERAL MTRS.	71	98	56
VOLKSWAGEN	138	165	58
TOTAL	70	95	59

Pfeifer joins staff of General Warranty

MARINA DEL REY, Calif. — Nancy Pfeifer has joined General Warranty Corp. as director of the Agency & Underwriting Department.

Prior to joining General Warranty, she spent five years as the administration manager of American Warranty Corp.

A new look in dash panels

The Ford Ghia Quicksilver show car features this classic instrument panel with round dials set in an asymmetric dash panel. The panel is based on sectors of a circle springing out from the center of the steering wheel. The Quicksilver made its debut at the Geneva Motor Show.

Local-market ad programs tested by Chevy, Cadillac

Continued from Page 2

bigger impact on Cadillac and Chevrolet.

All the auto divisions are looking at new ways of doing business and getting more results for their dollars.

Competitive Edge's Galles thinks local ad support funding will grow at GM because local messages coordinate better with the way dealer groups order cars and the market conditions they have to sell in.

Galles said that, of the GM divisions, Cadillac's current test program comes closest to Buick's.

• Buick's contributions to dealer groups are based on achieving a certain number of gross rating points for a certain number of weeks in a given market.

Thus, Buick determines the cost of achieving a given number of GRPs over a specified period in a market—and provides the funding necessary.

The amount it contributes may vary on a market-by-market basis, but the end result is to give dealers in different areas the same level of impact and frequency.

Competitive Edge handles about 50 Buick dealer groups. They typically spend $30 to $75 per car, depending on their area.

Galles said the groups had enough money to do a good job for about seven to eight months a year. The factory funds help them generate messages of "equal strength" close to a year-around basis.

"The key to the program is developing a message that can be approved by GM legal, and has heavier local impact" than the national message, he said.

Buick's co-op funds are available to any association, Galles added, not just those represented by his agency.

Meanwhile, the TV / radio / newspaper campaign, being run by Eisaman, Johns & Laws, uses the theme, "You're closer to a Cadillac than you think" to convey affordability.

It began recently and runs for different lengths of time in different markets, with a six-month limit.

The Eisaman agency pretested it on its own for nearly 12 months in Southern California before pitching Cadillac officials in Detroit on the concept.

GM and Toyota hold talks aimed at joint project

Continued from Page 2

talked with Ford and with GM and asked: "Are they going to talk with Checker next?"

Another said he had just returned from visiting Toyota's operations in Japan.

"They have a very highly capitalized, highly efficient plant there in Toyota City," he said. "It's probably the most efficient car plant in the world today and I can't see them wanting to move any of its produtcion elsewhere."

There is some sentiment here that the Japanese will bring with them their home country suppliers if they do build car assembly plants here.

Said a supply firm vice president:

"Japanese vehicle makers will strongly encourage suppliers to come to the U. S. One of their concerns has been whether their suppliers would have the resources (money) to follow them.

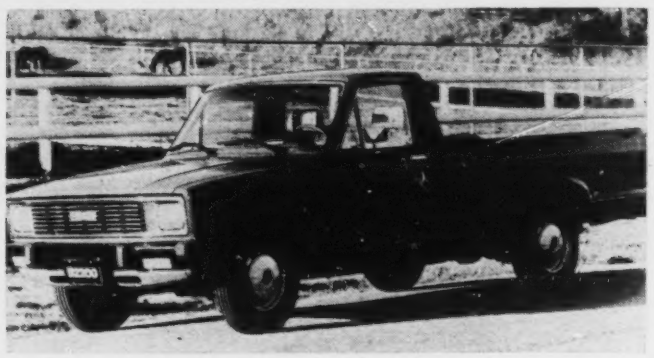
"If they come, they'll start with existing vehicle designs. They'll be reluctant to change too many things at once. As they do bring in new models, they may add new suppliers," he said.

Datsun paying $200-$400 to dealers on 210s

GARDENA, Calif. — To help clear out its 210 models, Datsun is running a March 5 - April 30 dealer incentive on the 210 Deluxe models. These include two-door, four-door, coupe and wagon versions. Excluded are the standard and MPG 210 units.

Sales of the first three qualifying vehicles pay nothing. Thereafter, dealers get $200 for every sale of a two-door or four-door Deluxe model and $400 on every coupe or wagon.

Datsun has about 33,000 of the 210s in stock, about a 73-day supply. It plans to introduce a new Sentra replacement for the 210 in April.



Mazda introduces diesel pickup in U. S.

The B2200 compact pickup, the first Mazda diesel-powered vehicle sold in the U. S., features a 2.2-liter, four-cylinder engine that develops 58 HP at 4,000 RPM. It features a quick-start system that electronically controls the preheating time of the glow plug. The cargo bed is 86 inches long, 57 inches wide and 16 inches deep.

Mazda widens '82 line, hopes to double sales

By Jack Walsh
Truck Editor

PALM SPRINGS, Calif. — With the addition of a diesel model and a restyled and refined line of gasoline compact pickup trucks, importers of the Japanese-built Mazda have announced that their 1982 goal is to double retail sales in the U. S.

In 1981, Mazda dealers retailed nearly 17,000 of the small pickups, an all-time high and an increase of 95.4 percent over the previous year's approximately 8,700 deliveries.

While the compact-pickup segment will be the market's most competitive area this year with more than a dozen imported and domestic entries, Mazda executives are confident they can achieve their objective of more than 34,000 sales in 1982.

"There are a number of reasons for our optimism," said Duane Bowen, marketing manager, Mazda Motors of America (Central), at a press preview of the company's 1982 models here.

"First of all, our 1982 lineup is our broadest ever," he said. "And we think it's the best value on the U. S. pickup market. The standard B2000 Sundowner is not only the lowest-priced pickup truck sold in the U. S., but it also offers more standard equipment than any of the competition."

• Base sticker price of the Sundowner is $5,895, about $250 less than the closest competitor, the company said, while the base B2200 diesel carries a suggested list of $6,745, about $600 under its nearest rival.

The other two gasoline models — the Sundowner Deluxe and Sport — have been restyled inside and out, Bowen continued, and the all-new B2200 diesel — Mazda's first diesel model to be sold in the U. S. — is designed to compete effectively in a growing part of the compact market.

The B2200 is powered by a four-cylinder, 134.8-cubic-inch diesel that generates 58 HP at 4,000 RPM and 88 foot pounds of torque at 2,500 RPM. The engine is based on a Perkins diesel and was introduced in Japan in 1967.

"The B2200's engine has been thoroughly proven in the Japanese market, both in the Bongo series of vans and coaches and the Mazda Luce passenger car," Bowen said.

"A quick-start system that electronically controls glow-plug heating assures startup in a few seconds in almost any climate," he explained. "It was accomplished by directing more current to the glow plug while adding a sophisticated control system to keep the plug from getting too hot."

• To prevent dieseling run-on, he added, the traditional fuel-cutoff solenoid is backed up by an air-intake shutter valve that totally eliminates combustion once the key is turned off.

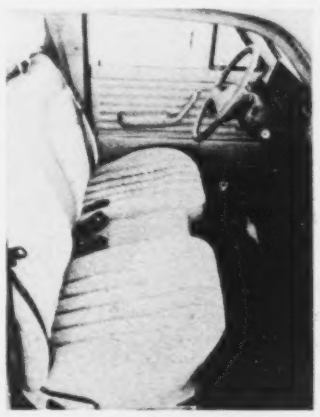
The B2200 also features an electronic check panel on the dashboard to alert diesel owners to fuel and oil problems.

"The traditional warning lights are backed up with buzzers that are activated automatically when water in the fuel-water separator—called a 'sedimentor' — reaches about half a quart," Bowen said. "Another buzzer warns the driver if the oil filter should become clogged."

He said the B2200 has EPA-estimated fuel-economy ratings of 32 MPG in city driving and 40 MPG on the highway.

The B2000 Sundowner for 1982 features a new, longer

Continued on Page 37, Col. 1



Rugged yet refined

Triangular ventilation windows and restyled, durable seat upholstery are interior features of Mazda's 1982 compact pickups, available with both gasoline and diesel power. The cab is new, with a redesigned instrument panel and new steering wheel.

truck industry news

Light trucks pace advance for second straight month

February Big 3 sales rise 19.6 pct.

Retail sales of new trucks of all types by Big Three dealers were up significantly in February for the second consecutive month, with light trucks providing the impetus.

During the month, 173,293 Big Three trucks were sold, an increase of 18.6 percent over the year-earlier 146,129 units. The two-month total was 321,555, up 16.1 percent over last year's 277,007.

Sales of light trucks in February were 19.6 percent higher than last year, from 138,916 in 1981 to 166,134 units. Through February, the count was 306,619, an increase of 16.8 percent from the year-ago 262,404.

There was little change in sales of Big Three medium and heavy trucks. The February total of 7,159 units was only 54 short of last year's 7,213. The two-month count was up 2.3 percent, from 14,603 units in 1981 to 14,936.

Compact-pickup sales have risen dramatically with the introduction of the domestic entries, but the Japanese vehicles' share of this market has plunged significantly in the first two months of 1982.

• In February, dealers retailed 58,084 of the small pickups, an increase of 34.3 percent over last year's 43,263 units. The two-month count was up 32.7 percent to 101,955, compared with 76,837 a year ago.

The Japanese-built compacts — Toyota, Datsun, Mazda, Isuzu, Ford Courier, Chevrolet LUV, Plymouth Arrow and Dodge Ram 50 — accounted for only 55.8 percent of the February total and 59 percent of the two-month count. A year ago, the February share was 92.9 percent and the two-month share was 93.3 percent.

February sales of the imported compacts totaled 32,393 units, off 19.4 percent from the year-ago 40,179, while the two-month count was down 16.1 percent, from 71,704 in 1981 to 60,155.

Only 11,010 of the captive compacts — Courier, LUV, Arrow and Ram 50 — were sold during the month, down 37.8 percent from last year's 17,686. The two-month total was 22,122, off 30 percent from last year's 31,613.

The non-captives — Toyota, Datsun, Mazda and Isuzu — were down slightly for both February and the two months. During the month, sales totaled 21,383, off 4.9 percent from last year's 22,493. The two-month count was down 5.1 percent, from 40,091 in 1981 to 38,033.

Chevrolet's S-10 has replaced Toyota as the top-selling compact pickup in the U. S. Sales in the first two months of 1982 totaled 29,413 units, 55.5 percent higher than Toyota's 18,908. S-10's February sales hit 17,741, up 70 percent from Toyota's 10,440.

The S-10's impressive reception has widened Chevrolet's lead over Ford in retail sales thus far this year to more than 25,000 units. Through February, Chevrolet had 136,186 sales, compared with 109,846 for Ford.

But Ford's Ranger compact pickup is expected to reduce the Chevrolet margin when availability improves. The Ranger went into production Jan. 18 and was not officially introduced until last Friday (March 12). Through February, however, 1,440 of them had been sold, 1,128 in the final 10-days of the month.

The other new domestic compacts — GMC S-15, Dodge Rampage and Jeep Scrambler—have done well since their introduction. Volkswagen, the first domestic compact, has been hurting in the first two months, but sales were strong throughout 1981, its first full year on the market.

Thus far, the new domestic compacts have not had any negative effect on sales of the conventional pickups, which some observers had anticipated.

Big Three February, year-to-date truck sales

	February		Year to Date	
	1982	1981	1982	1981
Ford				
Vans	8,334	7,580	14,470	13,621
Club Wagon	1,760	2,075	3,512	3,436
Ranger	1,440	.....	1,440	.....
Courier	3,599	6,904	7,827	11,563
Bronco	3,420	3,157	5,991	5,934
Conventional Pickups	36,966	36,472	70,189	67,231
Mediums	N.A.	3,099	N.A.	5,830
Heavies	N.A.	609	N.A.	1,127
Chevrolet				
Vans	7,331	6,622	14,086	12,555
Sportvan	967	1,248	1,959	2,323
S-10	17,741	.....	29,413	.....
LUV	2,930	5,342	5,680	11,708
El Camino	1,743	2,721	3,487	5,391
Blazer	3,195	1,792	6,021	3,681
Suburban	2,289	1,780	4,097	3,836
Conventional Pickups	36,177	33,570	69,310	66,591
Mediums	1,042	1,713	2,133	3,283
Chrysler				
Vans	5,186	4,012	9,615	6,622
Voyager	491	419	954	779
Sportsman	2,450	1,380	4,329	2,554
Rampage	1,312	.....	2,285	.....
Arrow	863	1,409	1,516	2,129
D-50	3,618	4,031	7,099	6,213
Trail Duster	69	177	115	376
Ramcharger	826	397	1,339	910
Conventional Pickups	7,655	6,431	14,302	10,874
GMC				
Vans	1,763	1,376	3,353	2,980
Caballero	239	360	440	782
S-15	3,244	.....	5,016	.....
Jimmy	647	373	1,155	812
Suburban	576	416	994	911
Conventional Pickups	9,083	8,085	16,101	16,996
P models	220	178	544	469
Mediums	2,002	1,420	4,223	3,534
Heavies	1,117	981	2,153	1,956

IH sells interest in Japanese firm for $51 million

CHICAGO. — International Harvester announced it has sold its 50 percent equity ownership position in a Japanese joint venture to Komatsu Ltd. for approximately $51 million in cash. The joint venture is Komatsu International Mfg. Co., (KIMCO), in which both IH and Komatsu had a 50 percent equity.

Included in the transaction are certain engineering fees as well as agreements under which KIMCO will continue to supply IH with construction and agricultural equipment.

KIMCO builds small wheel loaders marketed through both companies' distribution organizations and small farm tractors sold worldwide through IH deal-

Continued on Page 18, Col. 4

It will also build domestic FWD unit for '84

Chrysler may import Japanese van

By Joseph Bohn
Marketing Editor

BIRMINGHAM, Mich. — Chrysler Corp. will build a domestic front-drive '84 downsized van and also is considering importing a Mitsubishi-built front-drive van as well, according to Joseph A. Campana, Truck Operations Group general manager.

"We're certainly going to have a 100 percent Chrysler-sourced, Chrysler-powered intermediate van in 1984," said Campana. "The Mitsubishi van is a different kind of product. We have the ability to bring it in should we wish to do so."

Campana and Kenyon & Eckhardt officials, meanwhile, announced a new "agency within an agency" at K&E to handle truck advertising exclusively.

The separately created group consists of 15 people, plus four clerical workers, and will handle all account supervision, creative, media buying etc., from Detroit.

Six executive-type people, plus two clerical, are being newly hired with the balance

Continued on Page 16, Col. 3

Automotive News EXTRA

MARCH 15, 1982

IMPORT WORLD

Importers put 179 models in U.S. outlets

By John K. Teahen Jr.
Managing Editor

As the spring selling season gets under way, purveyors of the leading imported cars are offering 179 models to tempt American buyers, the annual AUTOMOTIVE NEWS survey finds.

The total is about the same as the revised count of 181 selections at this time last year and is well above the figures for prior seasons.

There were 156 import models two years ago, 158 in the spring of 1979 and 150 in 1978.

The current 179 choices are listed by 26 makes, compared with 29 a year ago. There's one newcomer this time—DeLorean—while four of last year's makes have dropped out of the U. S. market.

Rover and Ford's Fiesta are no longer imported into this country, and production of Great Britain's MG and Triumph has ended.

The 26 makes on the present list account for all but a handful of the imported cars sold in the U. S.

Two-door models dominate the import field, just as they do for domestic makes. There are 103 imported two-doors. Four-door sedans are a distant second with 52, and 21 four-door station wagons are on the list.

Some of the imports call their hatchbacks "three-door" or "five-door" models. Only the side doors are counted in this tabulation.

The major imports offer three convertibles — made by Volkswagen, Fiat and Rolls-Royce. Coupes with removable hard tops are not counted as convertibles in this rundown. Those choices are available from Fiat, Lancia, Porsche, Mercedes-Benz and Ferrari. There's also a domestic in that category — the Corvette Collector's Edition.

The imports no longer have the convertible field to themselves. Chrysler Corp. has returned to the ragtop market, and Buick Riviera will enter it this spring.

• As noted, the import lineup currently consists of 52 four-door sedans, 103 two-doors (or coupes), 21 wagons and three convertibles.

A year ago, the breakdown was 48 four-door sedans, 104 two-doors, 21 wagons and 8 convertibles. The demise of MG and Triumph cut the convertible total.

The price range for imports is, to put it mildly, rather wide. The cars run from $4,799 for a Datsun 210 and a Honda Civic 1300 to $162,500 for a Rolls-Royce Corniche convertible.

The domestics can almost match that at the low end with

Continued on Page E-30

George Nagher Photo

Renault Fuego is the newest arrival from overseas. Story Page E-28.

Japanese plan major changes

By Matt De Lorenzo
Los Angeles Staff Writer

LOS ANGELES. — The 1983 model year will be one of change for the Japanese import manufacturers, not only in product, but in the way they do business in the U. S.

Two companies, Honda and Nissan, will begin U. S. assembly of some of their models.

Mitsubishi is entering the fray with its own dealer network and product different from those handled by Chrysler.

All the Japanese manufacturers will be operating under the voluntary restraint program, so the Ministry of International Trade and Industry (MITI), rather than market forces, will dictate the number of vehicles exported to the U. S.

Under the quota system, competition among the Japanese will continue to increase in intensity as they vie for larger allocations at the expense of their fellow competitors.

While it may be business as usual among the larger Japanese import companies, there will be some dramatic model changes and technical innovations by the smaller companies as they attempt to carve a niche for themselves.

Toyota presses

Following introduction of the restyled Celica and Supra last year, the nation's leading import car company will turn its attention to the middle and lower ranges of its line during 1983.

The Corona, a mainstay of Toyota's line for almost two decades, is being phased out. With sufficient inventory on hand to guarantee supply through the remainder of the '82 model year, Toyota will cease production of the car in April. At this date, the company says it has not decided to replace the car and will use models on either side of the Corona (Corolla and Celica) to pick up the slack.

However, other sources believe the company may import the FF 120, a front-wheel drive four-door sedan shown at the Tokyo Auto Show, to fill the gap left by Corona and to compete with Nissan's Stanza.

The FF 120's wheelbase is 104 inches and overall length is 173 inches. Power will be supplied by a four-cylinder engine in the 1.8 to 2.0 liter range.

In Toyota's small car lineup, the Tercel is scheduled for reskinning. The FWD subcompact has received only a minor front-end facelift since its introduction in 1979.

There also are reports that the Tercel may be offered with a four-wheel drive option in 1983.

Nissan changes

The name/product change at Nissan will continue in 1983 with a replacement for the 310 series. This new model will follow on the heels of the '82 mid-year arrival of the Nissan Sen-

Continued on Page E-42

Ford Fiesta leads import dealer loss

By Kathleen Hamilton
News Editor

The number of dealers carrying imports plunged by 28 percent during 1981, but the loss was almost solely the doing of Ford Motor Co., which stopped importing the Fiesta for nearly 5,000 dealers.

The year closed with 12,017 outlets handling imports, according to the Jan. 1, 1982, AUTOMOTIVE NEWS census. That's the lowest count since mid-1977. The total was 16,681 on Jan. 1, 1981.

But if one ignores the loss of Ford Fiesta deals, the year wasn't all that bad for import-dealer mortality. MG, Triumph and Rover dealers might not agree—their lines were dropped. But only a handful of those weren't dualed with other makes, so the effect on the outlet total was minimal.

Volkswagen — with its preponderance of Pennsylvania-built Rabbits in dealer showrooms — is counted as a domestic make in the latest census (Feb. 22 AUTOMOTIVE NEWS). It had been counted as an import in earlier tabulations.

If VW were still counted as an import, it would have added an estimated 445 outlets to the import dealership total. Then the outlet total would have been 12,462 — still the lowest count since mid-1977.

With VW included as an import, the import dealership total

Continued on Page E-24

IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1982

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
July 1, 1977	11,566
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	12,017**

*—Alltime high
**—VW counted as domestic in 1982.

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Dealer loss

Continued from Page E-1

dropped 4,219, or 25.3 percent, during 1981.

Or, put another way, if VW had been a domestic in the January, 1981, census, the total import-dealership count on Jan. 1, 1982, would have dropped 4,213, or 25.9 percent.

Still, 15 import makes increased their dealership totals over year-earlier figures. (This includes DeLorean and Isuzu—both new nameplates during 1981.) Nine either tied their all-time highs or set new records. That contrasts with 11 makes that lost dealerships, including the four dropped lines. Four lines reported no change in their dealer totals.

An analysis of the latest census shows a slight upward swing in the proportion of single-line import dealerships: Of the non-captive import franchises, 26.5 percent are exclusives. That is almost one percentage point higher than one year ago and is two points higher than the level recorded in the mid-year census.

Captive imports are defined as the lines built by overseas companies owned in part by a domestic maker and whose U. S. distribution is controlled by the U. S. partner.

The cars Mitsubishi builds for Chrysler Corp. — Dodge Colt and Challenger and Plymouth Champ and Sapporo — are the only captives still being sold in the U. S.

The Ford Fiesta is, of course, no longer imported, and the Renaults don't qualify because American Motors doesn't have a stake in Renault. Besides, there are still some non-AMC points carrying Renault.

• The captive-import total, at 4,431, hasn't been so low since January, 1976, when it stood at 3,707.

But the latest census showed more domestic dealers than ever before dualing with non-captive imports. That total — 3,563 — is 45 more than the record set in July, 1981.

Much of the increase is attributable to the change in definition of VW. The many Porsche and Audi franchises dualed wih VW are now categorized as imports dualed with domestics; before, they were counted as import-only duals.

When they dual, the Japanese makes tend to dual with the domestics. The European makes—with the notable exceptions of Renault and DeLorean — tend to dual with other imports.

However, the non-captive

incorrectly reads 1983 ←

• The import lines with the greatest number of exclusives are Toyota, 702 exclusives, for 64 percent of its total dealer network; Datsun, 664 exclusives, for 60 percent, and Honda, 371 exclusives, for 46 percent. Honda had the second-largest increase in its proportion of exclusive dealers during the year: At the start of 1981, its 310 exclusives represented only 40 percent of its U. S. network.

Others with large numbers of exclusives: Subaru, 299, or 39 percent of its total network; Mazda, 103, or 13 percent of its dealers; Fiat, 92, or 18 percent; Volvo, 80, or 19 percent; BMW, 78, or 20 percent; Mercedes-Benz, 75, or 18 percent, and Jaguar, 64, or 29 percent of its network.

(Some of these Jaguar dealers still have MG, Rover or Triumph franchises, but since they are selling old stock and function mostly as service-only points, the discontinued lines have been eliminated from this year's new-car dealership count.)

Jaguar's increase in exclusives was the largest; it had none at the start of 1981.

Porsche, Audi and DeLorean had no exclusives.

Because of dualing, the number of franchises, of course, is higher than the number of import outlets. The mere 14,611 franchises recorded in the latest census looks worse than it is, again because of the switch of VW to the domestic census.

If VW had been counted as an import, the franchise loss during 1981 would have amounted to 23.7 percent of those that started the year. And the total of 15,617 (with VW included) would have been the lowest count since July, 1977.

Or, put another way, if VW had been eliminated at the start of 1981, the franchise decline during the year would have been 24.8 percent of the total.

The lines which not only escaped a loss but set records in franchise totals were Toyota, 1,093, tying its record set at mid-year; Honda, 801, bettering its record of 794 set in July, 1981; Mazda, 767, bettering its record of 764 set one year earlier; Subaru, 759, bettering its record of 754 set in July, 1981.

Also, Mercedes-Benz, 409, tying a record first set in January, 1980, and repeated in January, 1981 and July, 1981; BMW, 382, bettering a record of 370 set in January, 1981, and repeated in July, 1981; Isuzu, 193, for its first year in the country; Rolls-Royce, 67, tying its record set in January, 1979, and repeated in January, 1981, and Ferrari, 43, bettering its record of 42, set in July, 1976, and repeated in July, 1981.

• Although they did not set records, the following lines increased their networks during the year: DeLorean, 340 in its startup year; Dodge Colt/Challenger, up 202; Plymouth Champ/Sapporo, up 184; Renault, up 45; Datsun, up 19; Saab, up 9; Maserati, up 6 and Peugeot, up 4.

In addition to Mercedes-Benz and Rolls-Royce, Porsche and Aston Martin recorded no changes in dealer totals during the year.

IMPORT FRANCHISES

	Jan. 1, 1982	Jan. 1, 1983
JAPAN	9,149	8,499
Colt/Challenger	2,225	2,023
Champ/Sapporo	2,206	2,022
Datsun/Nissan	1,105	1,086
Toyota	1,093	1,085
Honda	801	769
Mazda	767	764
Subaru	759	750
Isuzu	193	0
FRANCE	1,674	1,625
Renault	1,347	1,302
Peugeot	327	323
WEST GERMANY	1,544	7,528
Audi	428	432
Mercedes	409	409
BMW	382	370
Porsche	325	325
Fiesta	0	4,974
Volkswagen	0	1,018
ITALY	840	944
Fiat	499	581
Lancia	141	156
Alfa Romeo	130	145
Ferrari	43	41
Maserati	27	21
SWEDEN	709	705
Volvo	402	407
Saab	307	298
UK	670	1,144
DeLorean	340	0
Jaguar	221	250
Rolls-Royce	67	67
Lotus	28	31
Aston Martin	14	14
MG	0	335
Triumph	0	324
Rover	0	123
MISCELLANEOUS	25	25
TOTAL FRANCHISES	14,611	20,470

*—Volkswagen counted as a domestic for 1982. See Feb. 22 Automotive News. If its 1,006 franchises were added to the 1982 total, the import-franchise count would be 15,617.

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IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1982	Jan. 1, 1981
Imported cars only		
Exclusives	2,703	2,937
Duals	1,320	1,624
	4,023	4,561
Import-domestic duals		
U. S. duals w/captive imports	4,431	9,019
U. S. duals w/other imports	3,563	3,101
	7,994	12,120
Total imported-car outlets	12,017	16,681

Note: VW was included in 1981 import totals, but is counted as a domestic line for 1982. If VW had been counted as an import in '82, it would have added 445 import outlets and made the total 12,462.

Captive-import duals are Dodge—Colt and Challenger, Plymouth—Champ and Sapporo and, for 1981 only, Ford—Fiesta.

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Europeans gain, Japanese decline

By Kathleen Hamilton
News Editor

Reversing what has become a trend in the auto industry, dealers handling European makes in 1981 generally improved their sales per outlet, while the top Japanese makes lost ground.

A study by AUTOMOTIVE NEWS showed 13 of the 21 largest import lines improved their sales-per-franchise averages over 1980 levels. Nine of these were European makes. Meanwhile, seven makes—including five Japanese lines — lost sales per franchise during the year.

The Mitsubishi-built Dodge Challenger registered no change during the year.

The big upset, at least partly due to import quotas, was that the three largest importers — Toyota, Datsun and Honda — suffered losses during 1981.

Datsun dealers averaged 54 fewer sales in 1981 than they did in 1980. Honda dealers' average fell by 26 sales, and Toyota dealers' average dropped by 13.

In addition, the Plymouth Champ and Dodge Colt, both built by Chrysler Corp.'s Japanese affiliate, Mitsubishi, declined an average of 8 and 5 sales per dealer, respectively.

Other losers for 1981 were Renault dealers, down an average of 2 sales apiece, and Fiat dealers, also down by 2.

• On the plus side of the ledger were two new nameplates, seven makes that had record average sales and another four makes that bettered their 1980 levels.

The new nameplates are Isuzu—whose car dealers averaged 98 sales in their first year—and DeLorean—whose dealers averaged 9 sales each.

Records were set by Mercedes-Benz, whose average of 154 sales was 22 better than the old record set in 1980; Volvo, whose 159 sales beat its 1973 record by 14; Subaru, whose 201 sales beat its 1980 record by 10, and BMW, whose 112 sales beat its 1980 record by 9 sales.

Also, Peugeot whose average of 51 sales beat its old record by 9 (that record was set in 1975 and repeated in 1979 and 1980.) Jaguar, whose 20 sales beat its 1960 record by 5, and Plymouth Sapporo, whose 6 sales beat its 1979 and 1980 record by 1.

The other gainers were Audi, up an average of 21 sales per franchise; Mazda, up 5; Saab, up 3, and Porsche, up 3.

Although dealers handling European cars made gains on the Japanese, they still averaged only about a sixth of the Japanese-car sales per franchise.

Dealers handling the Europeans averaged 36 sales per franchise during 1981; the average for the Japanese lines was 209 sales.

Honda's loss was the first since 1974, and it brought its total sales per dealer to the lowest level since 1978. Toyota hadn't experienced a loss since 1972; Datsun, not since 1978.

In order to qualify for this analysis, a nameplate had to sell at least 1,500 units per half-year. Volkswagen was counted as a domestic make for 1981 because of the preponderance of Pennsylvania-built Rabbits in its product offerings. MG, Rover, Triumph and Fiesta were eliminated because they are no longer being imported.

The 21 import makes that qualified for the annual study by AUTOMOTIVE NEWS averaged 120 sales per franchise—the lowest total since 1976, when the Top 20 makes averaged 117 sales per franchise.

This year's Top 21 represented 99.8 percent of 1981 import sales, once the discontinued makes and VW were eliminated.

NEW-CAR OUTLETS

U. S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1978	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%

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SALES PER OUTLET

IMPORTED CARS

New-car sales per franchise for leading imports

1981 Position	Make	1980 Position
1—528	Toyota	541— 1
2—470	Honda	496— 2
3—421	Datsun/Nissan	475— 3
4—218	Mazda	213— 5
5—201	Subaru	191— 6
6—159	Volvo	140— 7
7—154	Mercedes-Benz	132— 8
8—118	Audi	97—10
9—112	BMW	103— 9
10— 98	Isuzu	0— *
11— 59	Fiat	61—11
12— 51	Peugeot	42—14
13— 47	Saab	44—13
14— 35	Porsche	32—16
15— 22	Renault	24—18
16— 20	Jaguar	*
17— 19	Champ	27—17
17— 19	Colt	24—18
19— 9	DeLorean	0— *
20— 6	Challenger	*
20— 6	Sapporo	*
**	Volkswagen	274— 4

*—Not in the Top 20 in 1980.
**—VW is counted as a domestic in 1981; 1980 figure includes U.S.-built VWs.

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IMPORT SALES PER OUTLET, 1972-1981

	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972
Toyota	528	541	485	423	347	347	295	251	307	282
Honda	470	496	488	396	339	252	214	109	132	86
Datsun	421	475	445	323	384	279	280	200	250	187
Mazda	218	213	213	114	95	69	154	182	357	203
Subaru	201	191	175	145	118	76	72	41	71	28
Volvo	159	140	136	120	103	89	126	120	145	126
Mercedes	154	132	130	115	119	107	112	98	110	103
Audi	118	97	98	95	85	79	124	150	168	111
BMW	112	103	98	92	93	89	68	60	54	47
Isuzu	98	0	0	0	0	0	0	0	0	0
Fiat	59	61	90	89	93	85	140	105	87	80
Peugeot	51	42	42	32	35	32	42	29	17	16
Saab	47	44	46	48	42	29	35	33	46	41
Porsche	35	32	43	54	65	47	54	71	87	81
Renault	22	24	44	47	46	24	26	28	27	27
Jaguar	20	11	14	17	15	13	11	6	12	7
Champ	19	27	22	15	28	0	0	0	0	0
Colt	19	24	27	21	37	26	33	25	23	27
DeLorean	9	0	0	0	0	0	0	0	0	0
Challenger	6	6	7	9	0	0	0	0	0	0
Sapporo	6	5	5	0	0	0	0	0	0	0
Volkswagen	*	264	274	213	252	187	232	283	401	372

* Counted as a domestic make in 1981.

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Import price rise $488 in past year

By John K. Teahen Jr.
Managing Editor

Prices of the best-selling imported cars have risen an average of $488.09, or 8.25 percent, during the past 12 months, the annual AUTOMOTIVE NEWS analysis discloses.

The boost was considerably less than the average hike of $812.60 (15.78 percent) the previous year, but it was considerably more than the rise of $187.89 found in the 1980 study.

This year's $488.09 is based on a comparison of 78 models offered by 10 makes. Cutoff point was a sticker price of $8,000. Cars in this price group accounted for 69.8 percent of the imported autos sold in the U. S. last year.

That $8,000 cutoff point calls for a bit of explanation. It's high, but that's the key word in automobile prices these days, whether domestic or import.

Not too many years ago, there was a pretty fair selection of cars under $5,000, but those days are gone.

Today, just one domestic checks in below that figure, the Chevette Scooter at $4,997. There are four imports in that class — a Datsun 210 and a Honda Civic 1300 at $4,799 apiece, a Renault Le Car at $4,995 and a Toyota Tercel at $4,998. A year ago, there were eight imports under $5,000.

The next increase will put the Chevette, the Le Car and the Tercel over that figure. It may do the same for the Datsun and Honda price leaders.

The cutoff point for the "popular-priced" imports has almost tripled in the 13 years that AUTOMOTIVE NEWS has been making its annual analysis. In the 1970 report, it was $3,000. Now, it's $8,000.

And in that 1970 study, 93.5 percent of imported-car sales consisted of models priced below $3,000. Today, it's 69.8 percent under $8,000.

As recently as 1978, the cutoff point for popular-priced imports was $5,000, and 79 percent of import sales were in that class.

• The 78 models in this year's under-$8,000 comparison are offered by Toyota, Datsun, Honda, Subaru, Mazda, Colt, Champ, Renault, Isuzu and Fiat.

During the past 12 months, four of those makes have boosted prices more than the average of $488.09 for this group.

Subaru's increase was the largest, an average of $775. Also above the norm were Fiat, $616; Toyota, $578, and Isuzu, $553.

Renault prices are lower than they were a year ago. Le Car stickers are down an average of $247, and the 18i models are unchanged. It works out to a reduction of $124 for the combined Le Car and 18i models.

The increases for the other five makes are lower than the $488.09 average for the group: Honda, $250; Mazda, $417; Datsun, $441, and Champ and Colt, $461 each.

The increases apply only to the models priced below $8,000. In the case of makes that also offer more-expensive units, the average for the entire line would generally be higher.

The U. S.-built Volkswagen Rabbits were not included in the study. For the record, the Rabbit increase in the past year was $317, well below the average for the imports in its price class.

• Turning to the medium-priced imports, the average increase during the past year has been $398.79, or 8.89 percent. The year-earlier boost averaged $1,067.34, or 11.72 percent.

This class is made up of imports priced between $8,001 and $15,000. It accounted for 24.7 percent of the imported cars sold in the U. S. in 1981.

The study compared 44 models offered by 15 makes. Many of those makes are also found in the popular-priced group, and some of them are in the luxury class as well as the medium field.

Challenger, Sapporo and Lancia (one model apiece) are mediums, and so are all the imported Volkswagens. Challenger and Sapporo were in the lower-priced group last year.

Among the models in the medium class are the Toyota Celica GT, Supra, Corona Luxury Edition and Cressida, the Datsun Maxima and 280-ZX 2-seater coupe, the Honda Accord four-door and LX, the Mazda 626 Luxury and RX-7, the Fiat X 1/9 and Spider 2000 and the Renault 18i Deluxe wagon.

The BMW 320i is a medium-priced car, and so are most of the autos offered by Audi, Peugeot, Saab and Volvo. The top models of those makes are priced above $15,000 and thus are counted in the luxury class.

Six makers have boosted their medium-priced models by more than the $898.79 average during the past year. Fiat's hike was the biggest — an average of $2,192 on the X 1/9 and Spider 2000. Lancia, Fiat's sister make, tacked $1,972 onto the price of the Zagato coupe, roadster.

Also above average were Toyota, up $1,294; Datsun, up $1,065; Volvo, up $949, and Audi, up $930. Toyota's increases were topped by a $2,800 bump on the new Celica Supra, while Datsun had a $1,480 bump on the Maxima wagon.

Renault's single model in the medium class was unchanged from a year ago. Also below the class average were Peugeot, $325; BMW, $395; Honda, $500; Saab, $583; Challenger, $646; Mazda, $700; Sapporo, $729, and Volkswagen, $788.

• In the luxury class — over $15,000 — the average increase was $1,778.25, or 6.63 percent. A year ago, it was $2,235.96, or 8.47 percent.

The comparison included 24 models offered by Mercedes-Benz, Porsche, Jaguar, BMW, Peugeot, Saab, Volvo, Audi and Datsun. There are more than 24 models currently priced above $15,000, but some of them weren't on the market a year ago.

Mercedes-Benz had the biggest increase in the luxury class, a hike averaging $3,076. It upped the figure for the group as a whole. Also above the class average was Jaguar, up $2,050.

Lesser increases were posted by Porsche, $498; Peugeot, $665; Audi, $840; Datsun, $1,146; BMW; $1,250; Saab, $1,680, and Volvo, $1,720.

NEW IMPORTED-CAR SALES BY MODEL, 1981-1980 CALENDAR YEARS

	1981	1980
Alfa Romeo	2,294	2,997
Sedan	21	265
Sedan automatic	45	193
Sprint Veloce	64	932
Spider Veloce	950	1,607
GTV 6	1,214	.....
Audi	50,817	42,483
4000-4E	13,634	10,547
4000-5E	1,562	4,134
4000-5+5	3,448	.....
4000 diesel	297	.....
5000	17,610	16,000
5000 diesel	6,137	8,035
5000 Turbo	5,576	3,767
Coupe	2,553	.....
BMW	41,761	37,015
320i	31,902	25,786
733i	2,454	2,047
633 csi	1,138	1,190
528i	5,585	7,992
528e	682	.....
Others	.....	2
Chrysler/Mitsubishi	110,940	129,350
Challenger	12,690	12,924
Champ	42,128	55,474
Colt	42,796	50,689
Sapporo	13,326	10,263
Datsun/Nissan	464,805	516,890
210	159,939	180,220
310	77,980	96,204
510	37,558	62,020
Stanza	8,523	.....
Maxima/810	35,853	9,440
200 SX	77,062	92,514
280 ZX	62,800	71,533
Hawaii	4,990†	4,855
Misc.	100†	104
DeLorean	3,009	.....
Ferrari	N.A.	779
Fiat	32,185	37,184
128	19	139
Strada	6,873	12,257
X-1/9	6,343	7,628
Spider 2000	11,570	9,735
Brava	7,380	7,425
Fiesta	32,856	68,595
Honda	370,705	375,388
Accord	172,557	185,977
Civic	154,698	138,735
Prelude	43,450	50,676
Isuzu	17,805	.....
Gasoline	7,437	.....
Diesel	10,368	.....

	1981	1980
Jaguar	4,695	3,029
XJ-6	4,463	2,346
XJ-12	.....	263
XJ-S	232	420
Lancia	1,068	2,100
Beta Sedan	50	216
Beta Coupe	418	1,160
Zagato	589	606
Scorpion	.....	4
HPE	11	114
Lotus	136	150
Mazda	166,088	161,623
GLC	62,195	62,593
626	60,475	55,281
RX-7	43,418	43,743
Others	.....	6
Mercedes-Benz	63,059	53,790
240-D	14,612	10,649
300-D	13,688	10,007
300-CD	1,432	1,629
300-TD	3,330	2,803
300-SD	16,292	14,174
280-E	1,186	877
280-CE	590	640
380-SEL	2,436	2,777
380-SL	7,998	7,287
380-SLC	1,402	1,944
Misc.	93	1,001
MG	3,712	13,730
MG-B	3,452	11,824
Midget	260	1,906
Peugeot	16,725	12,930
604	.....	1,202
505/504	2,274	1,268
505/504 diesel	4,618	9,714
505 turbo diesel	9,248	623
604 SL	111	.....
604 turbo diesel	474	.....
Tourist	201	123
Porsche	11,241	10,490
924	3,251	3,443
924 Turbo	1,937	1,925
911	4,016	3,459
928	2,019	1,466
930 Turbo	18	197
Renault	30,869	25,365
LeCar	19,336	22,955
R-18	11,533	1,735
Gordini	.....	675
Rolls-Royce	1,158	942
Rover	781	481
Saab	14,613	13,558
99 GL	262	2,662

	1981	1980
900/900 GLi	2,226	1,481
900S (3-dr.)/EMS	1,622	1,855
900S (4-dr.)/GLE	3,018	2,978
900 Turbo	7,377	4,537
Tourist	108	45
Subaru	152,062	142,968
Toyota	5[illegible],491	582,204
Starlet	32,8[illegible]	6,195
Corolla	241,603	257,315
Corolla Tercel	121,328	99,067
Celica/Supra	120,025	162,476
Corona	22,337	35,686
Cressida	29,583	11,628
Land Cruiser	2,027	3,058
Hawaii	6,704	6,779
Misc.	59	.....
Triumph	9,768	14,939
TR-8	1,512	576
TR-7	4,243	10,313
Spitfire	4,013	4,050
Volkswagen*	82,173	90,952
Beetle convertible	33	4,575
Rabbit convertible	12,081	8,819
Rabbit diesel	.....	34
Vanagon	10,881	13,169
Dasher gasoline	1,756	7,382
Dasher diesel	11,852	23,565
Scirocco	17,043	22,450
Jetta	27,972	10,967
Quantum	555	.....
Volvo	64,477	56,999
GT	277	2,107
DL two-door	9,359	12,579
DL four-door	18,368	13,864
DL wagon	11,561	10,308
GL	10,228	5,908
GLE	3,765	6,698
GLE wagon	267	1,565
Coupe	1,126	1,349
DL diesel	1,078	2,502
DL diesel wagon	444	1,656
GL diesel	322	.....
GL diesel wagon	110	.....
GLT two-door	599	.....
GLT wagon	2,963	.....
GLT turbo	3,449	.....
GLT turbo wagon	187	.....
Tourist	374	570
TOTAL IMPORTS	2,326,529	2,396,162
*—Does not include U.S. built:		
Rabbit gasoline	63,137	84,447
Rabbit diesel	99,308	92,693

† estimate

Model count

Continued from Page E-1

a Chevrolet Chevette Scooter at $4,997, but they're not even in the ball game at the high end. The most expensive car listed by a major U. S. manufacturer is the Cadillac Fleetwood formal limousine at $28,941.

By country of origin, Japan is the leader among import models by a tremendous margin. Nothing surprising about that. The Japanese cars are the leaders in the sales derby by an equally tremendous margin.

The 10 Japanese makes offer 105 models, nearly four times as many as West Germany, which is in second place with 29. Other totals are Sweden, 14; France, 13; Italy, 10, and United Kingdom, 8.

Toyota and Datsun top the import model list just as they top the sales charts. Each has 24 choices. And, strangely, the breakdown is the same. Each has five four-door sedans, 16 two-doors and three wagons.

Only four other imports are in double figures. Subaru has 16 models, Mazda has 14 and Honda and Volvo have 10 apiece.

Totals for other leading makes are: Mercedes-Benz, 8; Renault, 8; Volkswagen, 8; Audi, 5; Peugeot, 5; Isuzu, 5; Fiat, 5; Champ, 5; Colt, 5; Porsche, 4; BMW, 4; Rolls-Royce, 4; Saab, 4; Ferrari, 3; Jaguar, 3; Alfa Romeo, 1; Challenger, 1; DeLorean, 1; Lancia, 1, and Sapporo, 1.

The Volkswagen figure includes only imported cars. The six U. S.-built Rabbits are in the domestic total.

In counting import models, AUTOMOTIVE NEWS uses the same criteria as in tabulating U. S. cars. A choice of transmissions (4-speed, 5-speed or automatic) or a choice of engines (gasoline or diesel, turbocharged gas or turbodiesel) does not necessarily constitute a separate model.

The import total of 179 models compares with 308 for the domestic makes. (The domestic number includes a couple of entries that are arriving this spring.)

For the imports, 57.5 percent of the models are two-doors, compared with 49.4 percent for the domestics. The four-door sedan share is 29.1 percent for imports and 36.4 percent for domestics.

MODELS OFFERED BY LEADING IMPORTS

	4-Door Models	2-Door Models	Convertibles	4-Door Wagons	Totals	(Totals * March, 1981)
Alfa Romeo	0	1	0	0	1	(1)
Audi	3	2	0	0	5	(5)
BMW	2	2	0	0	4	(4)
Challenger	0	1	0	0	1	(1)
Champ	2	3	0	0	5	(3)
Colt	2	3	0	0	5	(3)
Datsun/Nissan	5	16	0	3	24	(20)
DeLorean	0	1	0	0	1	(0)
Ferrari	0	3	0	0	3	(3)
Fiat	1	3	1	0	5	(7)
Fiestra	0	0	0	0	0	(1)
Honda	2	7	0	1	10	(10)
Isuzu	2	3	0	0	5	(4)
Jaguar	2	1	0	0	3	(2)
Lancia	0	1	0	0	1	(2)
Mazda	4	9	0	1	14	(15)
Mercedes-Benz	4	3	0	1	8	(10)
MG	0	0	0	0	0	(1)
Peugeot	4	0	0	1	5	(3)
Porsche	0	4	0	0	4	(4)
Renault	3	3	0	2	8	(7)
Rolls-Royce	2	1	1	0	4	(5)
Rover	0	0	0	0	0	(1)
Saab	2	2	0	0	4	(3)
Sapporo	0	1	0	0	1	(1)
Subaru	2	10	0	4	16	(16)
Toyota	5	16	0	3	24	(27)
Triumph	0	0	0	0	0	(5)
Volkswagen**	1	4	1	2	8	(7)
Volvo	4	3	0	3	10	(10)
TOTALS	52	103	3	21	179	
Totals (March, 1981)*	(48)	(104)	(8)	(21)		(18.1)

*—Revised.
**—Volkswagen totals do not include U.S.-built Rabbits.

Blue collar worker shifts to imports

By Matt De Lorenzo
Los Angeles Staff Writer

LOS ANGELES. — The average import car buyer is younger, better educated and more affluent than his domestic-oriented counterpart, according to a demographic profile drawn by J. D. Power & Associates, a market research firm headquartered here.

That profile shows the import buyer's median age as just over 37 years, an income of more than $30,000 and that the person is most likely to have a college degree. The average domestic car buyer has a median age of 47 and an annual income of about $26,000.

While there are marked differences in age, income and education, domestic and import buyers, according to the Power data, do not differ greatly in other attributes such as household position, number of persons in household, sex and total number of vehicles owned.

Two-thirds of both import and domestic car buyers are male heads of household, there are approximately three persons per family unit and both groups own an average of 2.5 vehicles.

J. David Power, head of the firm that has tracked consumer trends in autos for 14 years, notes a change in import owner demographics over the past 10 years. "The imports have broadened their base," he said. In the past, there had been a greater difference in income, age and occupation between import and domestic car buyers.

"We saw more white collar people among import owners," Power explains. "These buyers included professional, technical and managerial types. The blue collar worker was the province of the domestics. Now we're seeing more blue collar workers buying imports."

This shift is a result of the reputation imports have earned as dependable, fuel efficient vehicles. While fuel efficiency may have drawn consumers to imports, it is their dependability that keeps the consumers coming back, Power says. In a recent reading of consumer opinion, dependability and trouble-free operation outpolled fuel economy as the most important factor in selecting a new car. In addition, downsizing of domestic models and upsizing of imports have virtually eliminated the size difference between the two types of vehicles, thereby making imports more acceptable to the mainstream car buyer.

An interesting footnote to the increasing popularity of imports is that these buyers are less interested in low purchase price than domestic car buyers and among Japanese import car buyers in particular, more interested in appearance and styling than either domestic or European car buyers.

Power notes that in the past, styling and appearance was one of the leading factors in the domestic car buying decision.

Although demographic differences between import and domestic car buyers are narrowing, the types of vehicles preferred by the two groups are quite different. Domestic owners are more likely to have two- or four-door sedans, while import owners have more hatchbacks and station wagons.

The penetration of diesel engines is greater among import owners, as are manual transmissions. Domestic car owners are more likely to have cruise control, while import owners lean more towards AM/FM stereos.

Another significant trend the demographics reveal is that the low-income buyer has dropped out of both domestic and import car markets. "In the past year or so, median incomes have skyrocketed," Power says. The rising median income points to fewer and fewer low income buyers.

The impact of less affluent consumers staying away from showrooms has hurt domestic manufacturers more than the import makes, Power feels. "Those people tend to be loyal to domestic makes," he says. This group in particular (low income, domestic car buyers) is feeling the pinch of tough economic times and won't be back until the economy improves.

"When the economy comes back, we'll see more people in the market once they've adjusted to the new prices," he says. "We will see the demographics modify to include lower income people once they return."

In the import segment of the market, the missing buyers, in Power's estimation, are younger people, especially students. This group also has a lower economic standing and in the past they have turned to a number of import models such as

Continued on Page E-28

TYPE OF VEHICLE OWNED

Question: Which type of vehicle do you own?

	Total	Owners of: Domestics	Imports
2-Door Hatchback	33%	19%	43%
2-Door Sedan/Notchback	23	32	18
4-Door Sedan/Notchback	20	27	14
Station Wagon	11	7	13
4-Door Hatchback	9	11	8
Convertible	1	—	8
No Answer	3	4	2
	100%	100%	100%
Sample Size:	(3,867)	(1,526)	(2,341)

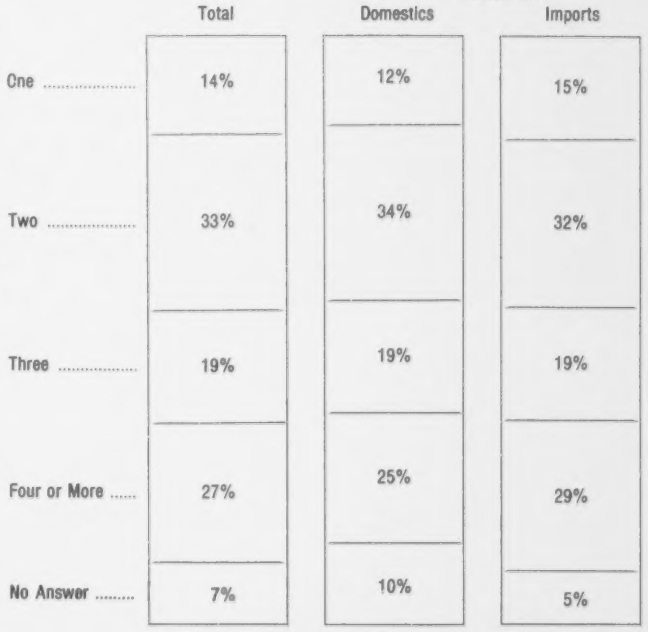
EQUIPMENT INSTALLED ON VEHICLE

Question: Please check the equipment installed on your vehicle

	Total	Owners of: Domestics	Imports
Radial Tires	83%	82%	84%
AM/FM Radio	66	58	71
Rust Proofing/Undercoating	60	60	61
Body Side Moulding	58	59	57
Air Conditioning	57	64	52
Digital Clock	31	33	30
Paint Protection Coating	25	15	31
Styled Wheels	24	27	21
Stereo Tape	24	19	27
AM Radio	20	32	12
Cruise Control	20	34	10
Special Paint/Decals	20	16	22
Sunroof	14	4	20
Luggage Rack	9	7	11
FM Radio	2	2	1
Other	8	8	9
No Answer	1	1	1
Sample Size:	(3,867)	(1,526)	(2,341)

NUMBER OF MEMBERS IN HOUSEHOLD

Question: Including yourself, how many members are there in your household?



	Total	Domestics	Imports
Median:	2.9	2.9	3.0
Sample Size:	(3,867)	(1,526)	(2,341)

Source of all charts: Dealer Service Satisfaction Index, July, 1981.

DEMOGRAPHIC CLASSIFICATION OF OWNERS

	Total	Owners of: Domestics	Imports
Sex			
Male	68%	66%	68%
Female	26	26	27
No Answer	6	8	5
	100%	100%	100%
Age			
Under 20 Years	1%	1%	1%
20 - 24 Years	8	6	8
25 - 29 Years	13	9	16
30 - 34 Years	14	10	17
35 - 39 Years	11	9	12
40 - 44 Years	9	7	11
45 - 49 Years	8	9	7
50 - 54 Years	13	14	12
55 - 59 Years	7	9	6
60 Years or Older	10	18	5
No Answer	6	8	5
	100%	100%	100%
Median Age:	40.1 Years	47.1 Years	37.2 Years
Position in Household			
Male Head of Household/Husband	61%	61%	61%
Female Head of Household/Wife	19	19	19
Son	2	2	2
Daughter	2	2	2
Other Adult Male	4	3	5
Other Adult Female	5	5	5
No Answer	7	8	6
	100%	100%	100%
Sample Size:	(3,867)	(1,526)	(2,341)

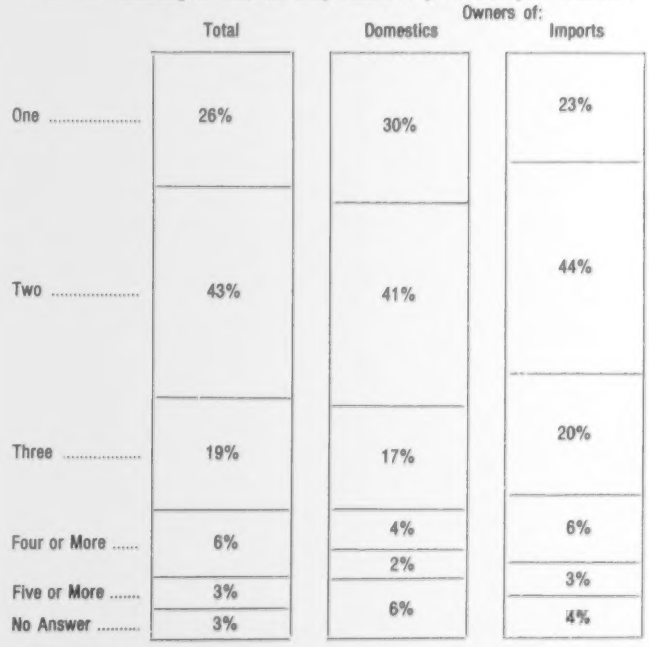
EDUCATION AND INCOME

	Total	Owners of: Domestics	Imports
Education			
Attended Grade School	1%	2%	*
Graduated Grade School	1	2	1%
Attended High School	5	7	3
Graduated High School	21	26	17
Attended College	25	24	25
Graduated College	27	21	31
Masters	10	7	13
Doctorate	4	2	5
No Answer	6	9	5
	100%	100%	100%
Income			
Under $10,000	3%	4%	2%
$10,000 - $14,999	6	7	6
$15,000 - $19,999	10	12	8
$20,000 - $24,999	13	14	12
$25,000 - $29,999	12	12	12
$30,000 - $39,999	17	14	19
$40,000 - $49,999	11	8	12
$50,000 - $59,999	7	5	8
$60,000 - $74,999	3	3	4
$75,000 or More	5	4	6
No Answer	13	17	11
	100%	100%	100%
Median Income	$29,860	$26,830	$32,410
Sample Size:	(3,867)	(1,526)	(2,341)

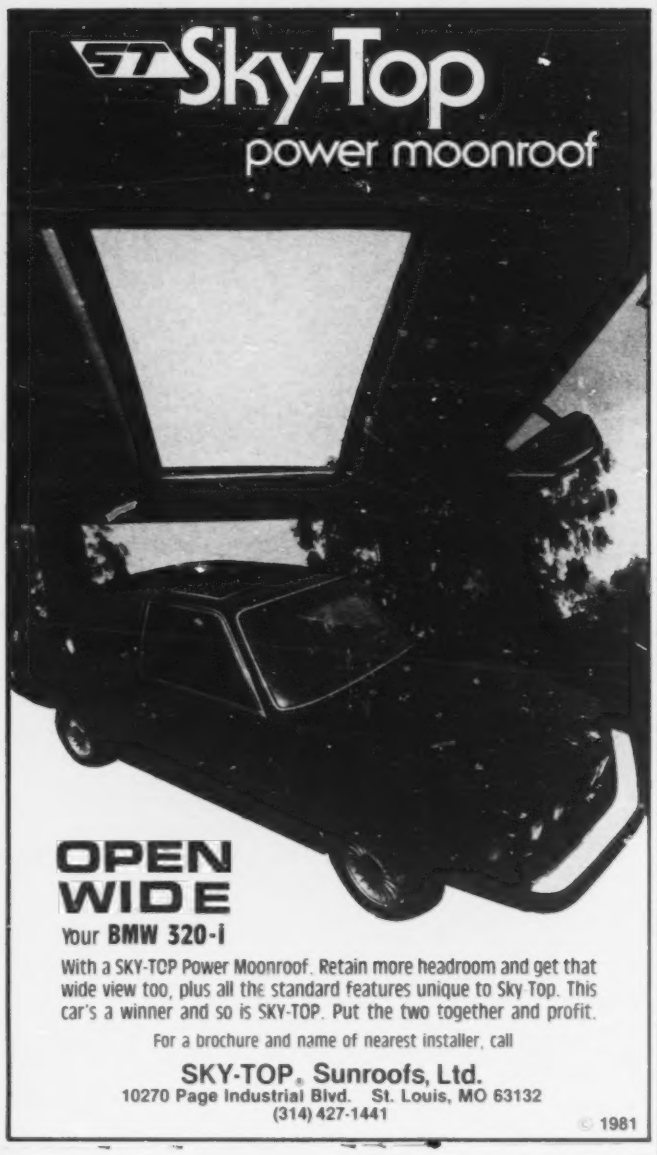
* Less than 0.5%

NUMBER OF VEHICLES IN HOUSEHOLD

Question: Including this car, how many vehicles do you have in your household?



	Total	Domestics	Imports
Median Number of Vehicles:	2.5	2.4	2.6
Sample size:	(3,867)	(1,526)	(2,341)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Renault Fuego arrives

By John Russell
New York Staff Writer

PARIS. — American Motors Corp. and Renault are introducing the French auto maker's Fuego sports coupe in the U. S. this month.

And American car buyers, in one way, will enjoy a first over their overseas counterparts. The turbocharged version of the car will make its debut in the U. S. before becoming available in Europe next year.

Ken Nelson, director of car planning for AMC, in an AUTOMOTIVE NEWS interview here, called Fuego "another link in the chain to build awareness of the Renault product line" prior to the time when the U. S.-built Renault R-9 (Alliance) rolls off the lines at Kenosha, Wis., this summer.

With a $5 million budget to launch the Fuego, AMC and Renault are taking aim at several makes in the field including the Japanese-made Datsun 200SX, Honda Prelude and Toyota Celica, and German-built Volkswagen Scirocco.

But the price of the Fuego lineup makes it one of the lower priced sports coupes with a base sticker of $8,495 for the normally aspirated 1.6-liter version to a base turbo price of $10,700.

Nelson said the company expects to sell 7,000 Fuegos during the remainder of 1982 and "should increase that to 15,000 in 1983."

AMC anticipates that 40 percent of U. S. sales will be the turbocharged version.

The decision to introduce a coupe in the U. S. was based on the expansion of the market segment over the past several years. The company said the segment hit 950,000 units in the U. S. during 1981.

The joint French/American effort, Nelson said, was sparked by several factors. Fuego is intended to create brand awareness for Renault in the U. S. and enhance the high-technology image the company is trying to develop.

It is believed the turbocharged Fuego, in combination with publicity of Renault racing efforts, will accomplish this.

In addition, Nelson and Fuego provides AMC dealers with a traffic builder in showrooms prior to the launch of the American built R-9 (Alliance).

Once that model is introduced next fall, Nelson said, there will be a whole family of Renault cars in the U. S. from the subcompact LeCar to the R-18i sedan and wagon.

The decision to send Fuego to the U. S. was also encouraged by success of the car in Europe.

Hubert Seznec, director of product development for Renault, said here that Fuego is the largest selling sports coupe in Europe in its price range.

Last year, 53,000 were sold, with its chief competition coming from Capri (30,000) and Scirocco (29,000).

Seznec noted that of 8.3 million cars sold in Europe last year, 4 percent (330,000) were sports coupes. In the U. S. the share was 9 percent.

He added that in his opinion "the success of the car in Europe was due to its styling."

Renault executives here stress that one of the goals of the Fuego design was to create a true four-seater sports coupe.

Robert Opron, director of styling for Renault, said all surveys showed that a sports coupe is a "selfish" product, but the approach Renault took was to design a coupe with roominess.

Rear seating had to be "more than just tolerable," he said.

Fuego has rear head room of 35.8 and leg room of 30.2 inches.

Styling and aerodynamics combine to give the U. S. version of the Fuego a drag coefficient of .35. The European version is .33.

Opron said the aerodynamic approach was extremely important from the start, and Fuego has the best drag coefficient of any Renault model.

Nelson said AMC intends to import 44,000 Renaults of all types in 1982 and 45,000 in 1983.

AMC is planning first-year production run of 75,000 R-9 versions in the '83 model year.

Blue collar

Continued from Page E4

early Honda Civics and Volkswagen Beetles that were priced in their range. However, price increases and a shift by import manufacturers to more upscale models have virtually eliminated the under $5,000 economy car favored by this group.

"These prospective import buyers — younger people and students — are knocked out of the market," Power says. He adds that this is where a new class of cars, the micro-minis, fits in.

"Micro-minis can fill that void," he says, "if they come in at sub-$5,000 prices in today's market. Micro-minis would augment rather than cannibalize the market."

TYPE OF ENGINE

Question: What type of engine does your vehicle have?

	Total	Owners of: Domestics	Imports
Gasoline	89%	93%	87%
Diesel	6%	2%	8%
Other	1%	1%	1%
No Answer	4%	5%	4%
Sample Size:	(3,867)	(1,526)	(2,341)

TYPE OF TRANSMISSION

Question: What type of transmission does your car have?

	Total	Owners of: Domestics	Imports
Automatic	41%	73%	19% / 34%
4-Speed Manual	27%		
5-Speed Manual	25%	18%	41%
Other	1%	1%	1%
No Answer	6%	8%	5%
Sample Size:	(3,867)	(1,526)	(2,341)

Four operating units created

Eaton reorganizes automotive component group

CLEVELAND.—Eaton Corp.'s Automotive Components Group has been reorganized into four operating units, it was announced by Group President William E. Butler.

The new Engine and Appliance Components Operations includes Engine Components Division's facilities in North America, Europe, Brazil and Mexico, and the Controls Division's facilities in North America and Europe.

John W. Hanna will serve as operations vice president as well as general manager of the Engine Components Division, North America. Former Engine Components General Manager James J. Davis has left the company.

In the Engine Components Division, Richard Weaver, formerly plant manager at Saginaw, Mich., has been named operations manager.

The new General Products Operations includes the Marshall Division, the Air Controls Division, the Suspension Division, the Foundry Division and the Climate Control Divisions. All divisions report to Arthur Warburton, vice president.

The newly named Hydraulic Components Operations includes the plants in Minneapolis; Shawnee, Okla., and Spencer, Ia. General Manager LeMoyne G. Loseke is responsible for the operation's U. S. and worldwide activities which include a license in Denmark and a joint venture company, Sumitomo Heavy Industries, in Japan.

The Engineered Fasteners Operations are a new addition to the Automotive Components Group. They include the facilities in Cleveland and Massillon, O.; Troy, N. J. , and Hamilton, Ont. Jack P. Martin is general manager.

Butler also announced the retirements of Laurence G. Feiler and Frank H. Byrne. Feiler, former vice president—Fluid Power Operations, had a 30-year career with Eaton. Byrne, former vice president — Control Operations, has served for more than 40 years.

Model breakdown
Auction Averages

	MARCH TO DATE	FEB.	JAN.
1982	$8,389	$7,719	$7,432
1981	6,682	5,422	6,435
1980	5,456	5,282	5,144
1979	4,769	4,487	5,184
1978	4,026	3,658	3,633
1977	3,104	2,783	2,857
1976	2,396	2,189	2,343
1975	1,838	1,798	1,854
Overall Average	$4,858	$4,687	$4,904

Used car sales
Auction Averages

March to date	$4,858
Month ago	$4,923
Year ago	$4,263

factories list auction dates

American Motors

March 16—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

March 17 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.

March 18 — Fredericksburg Auto Auction, Fredericksburg, Va.; Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.

March 23—Ohio Auto Auction, Columbus, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 24—Central States Auto Auction, Mason City, Ia.; Southern Auto Sales, Warehouse Point, Conn.

March 25—Atlanta Auto Auction, Red Oak, Ga.

March 26—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

March 30—Aptco Auto Auction, Taylor, Mich.; D-A Auto Auction, New Stanton, Pa.

March 31 — Minneapolis Auto Auction, Shakopee, Minn.; Dallas Auto Auction, Grand Prairie, Tex.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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120,753 built, highest total this year

Week's car output rises 49 pct.

By Patricia Hoffman
Staff Writer

With all but five assembly plants operating and two Ford Motor facilities working overtime, last week's domestic auto production was the highest this year and was 49.50 percent above the previous week's output.

The auto makers scheduled 120,753 units last week, up from 80,772 the preivous week, but down 13.77 percent from 140,039 in the comparable 1981 week.

Breakdown for the week by company is: General Motors, 62.52 percent; Ford Motor, 21.85 percent; Chrysler Corp., 10.35 percent; Volkswagen of America, 2.95 percent, and American Motors, 1.33 percent.

So far this year, the makers have assembled 803,381 cars, down 34 percent from 1,217,326 at this time last year.

Checker Motors' Kalamazoo facility was idle for one week last week (March 8) to control inventory.

Also down for inventory adjustment last week was Chrysler's St. Louis point.

GM's Janesville and Oklahoma City facilities remained idle last week for model changeover.

Ford's Atlanta point was down for the second of two weeks to control inventories.

Two-hour daily overtime was scheduled last week at Ford's St. Louis and Wixom facilities. The St. Louis point also worked Saturday (March 13).

Thirteen assembly plants resumed operations last week, including seven at GM. They were Arlington, Baltimore, Flint, Framingham, Leeds, South Gate and Tarrytown.

Also back were Chrysler Belvidere; Ford Dearborn, Kansas City and Lorain; VWoA Westmoreland and AMC Kenosha.

AMC's Kenosha facility will be idle again March 22 for one week.

The GM Fremont plant closed March 12, putting 2,500 workers on indefinite layoff. Fremont had been assembling Chevrolet Celebrity and Oldsmobile Cutlass Ciera.

Appeals court rules for GM; says Toyota infringed patent

WASHINGTON. — The U. S. Court of Appeals for the Sixth Circuit has ruled that Toyota infringed on a patent General Motors holds on a catalytic converter it used until recently.

The decision reversed a lower court ruling which had held that because of prior development work by GM on the catalyst, the patent GM claims for it is obvious.

Patent law holds that the prior innovative work of an inventor cannot be used as evidence of the obviousness of a new twist on his invention, but this had never been tested when is comes to corporate research.

Senior Circuit Judge John W. Peck, writing for the court, said the same principle applies when dealing with corporate research.

Different people may be credited with developing major parts of the catalytic converter, but all of it was done under the aegis of the corporate body, Judge Peck said.

He said it is a reality of today's corporate world that companies underwrite and control research and thus they are entitled to retain patents even though individual employes invented different parts of a design.

Such employes, and those who later combine the whole of the work into one device, are all part of the same team and any later discoveries stemming from this work cannot be invalidated because of the former work, the judge ruled.

Judge Peck remanded the case for trial of the question of infringement. A Toyota spokesman said the company has appealed the decision.

O'Neill suggests a moratorium on imported cars

DETROIT. — Thomas P. (Tip) O'Neill, Speaker of the House and Massachusetts Democrat, has an answer to the import problem that is plaguing this country's auto industry.

It's a temporary solution, but it's one that would be sure to dismay the foreign manufacturers that ship their cars to the U. S.—especially the Japanese.

"If I were president," O'Neill told a Detroit group last week, "I would impose a two-month moratorium on imported cars.

"The Japanese have been unfair and harsh toward America . . . I've never been one for protectionism, but you've got to give a little tickle to the greedy."

Truck production highest of year; 44,832 assembled

Operations at all truck assembly plants, and overtime at Chrysler Corp.'s Warren facility brought last week's domestic truck production up substantially from the previous week's output, and the total was the highest for any week so far this year.

The truck makers planned 44,832 units last week, a 30.17 percent gain from 34,440 the previous week, and up 36.44 percent from 32,858 in the comparable 1981 period.

So far this year, the truck manufacturers have finished 351,388 units, up 2 percent from 344,484 in the same period last year.

Chrysler's Belvidere truck facility resumed operations last week (March 8) after being idle one week for inventory control.

Also back was American Motors' Toledo point, also down because of high inventory.

Volkswagen of America's Westmoreland facility returned last week after a two-week shutdown due to poor sales. The plant is scheduled to be down again the week of March 22.

Daily overtime was scheduled last week at Chrysler's Warren truck facility. The plant worked daily nine-hour shifts.

Week's car output rises in Canada as Ford returns

There was a substantial upswing in Canadian auto production last week as operations resumed at Ford Motors' Oakville and St. Thomas assembly points. Year-to-date output continued to be above that of the comparable 1981 period.

Despite downtime at General Motors' Oshawa (No. One) facility, last week's estimated output of 17,725 cars rose 24.98 percent above the 14,182 in the previous week due to the return of the two Ford plants. The total, however, was 2.87 percent below 18,248 in the comparable week last year.

So far this year, the auto makers have built 143,266 units, a 7.27 percent gain from 133,551 in the comparable 1981 period.

Last week's truck production was targeted at 11,374 units, just a fraction below the 11,431 built the previous week, but down 3.32 percent from 11,765 in the comparable 1981 week.

Year-to-date, the truck makers have built 87,343 units, down 22.10 percent from 112,126 in the same 1981 period.

Ford's Oakville and St. Thomas points returned last week (March 8) after being idle one week for inventory control.

Also back last week was the second shift at GM's Ste. Therese facility.

GM's Oshawa (No. One) facility was idle last week due to overstocked inventory. Operations are slated to resume today (March 15).

All truck points were reported working last week.

U. S. CAR PRODUCTION

	Week Ended March 13, 1982	Week Ended March 14, 1981	Week Ended March 6, 1982	March to Date	Jan. 1 to March 14, 1981	Jan. 1 to March 13, 1982
AMERICAN MOTORS	1,600*	1,500*	.....	1,600*	18,354*	9,734*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	12,500	19,200	10,490	22,990	143,122	99,603
Plymouth Total	5,600	10,100	4,041	9,641	72,191	42,394
Horizon	2,200	4,000	.....	2,200	25,896	12,680
Reliant	3,400	5,000	4,041	7,441	40,835	29,714
Caravelle	.....	150	.....	.....	728	.....
Gran Fury	.....	950	.....	.....	4,732	.....
Chrysler Total	2,300	1,650	2,739	5,039	11,590	17,839
LeBaron	2,300	1,100	2,739	5,039	8,061	17,839
Chrysler	.....	550	.....	.....	3,529	.....
Dodge Total	4,600	7,450	3,710	8,310	59,341	39,370
Omni	2,100	2,500	.....	2,100	18,192	11,566
Aries	2,400	3,700	3,105	5,505	33,263	22,492
Diplomat	.....	900	.....	.....	5,846	.....
Dodge 400	100	.....	605	705	.....	5,312
St. Regis	.....	350	.....	.....	2,040	.....
FORD MOTOR	26,387	32,787	15,562	41,949	250,365	151,560
Ford Division	16,924	23,128	8,637	25,561	173,325	90,083
Escort	7,267	8,192	7,251	14,518	81,801	41,420
Fairmont	3,008	4,285	.....	3,008	32,662	13,043
Must./Must. II	3,976	3,884	.....	3,976	21,509	17,261
Granada	1,358	1,594	1,308	2,666	11,095	12,741
T-Bird	1,157	3,483	.....	1,157	9,264	4,861
Ford	.....	1,690	.....	.....	16,994	.....
EXP	158	.....	78	236	.....	757
L-M Division	9,463	9,659	6,925	16,388	77,040	61,477
Mercury Total	7,400	8,325	4,844	12,244	66,526	42,344
Lynx	2,235	2,824	2,225	4,460	27,350	11,936
Capri	1,303	1,192	.....	1,303	6,325	4,245
Zephyr	848	1,066	.....	848	9,754	4,622
Cougar	646	887	708	1,354	5,197	7,059
XR-7	456	1,063	.....	456	4,590	1,650
Mercury	1,873	1,293	1,902	3,775	13,310	12,644
LN7	39	.....	9	48	.....	188
Lincoln Total	2,063	1,334	2,081	4,144	10,514	19,133
Continental ('82)	413	.....	416	829	.....	4,356
Lincoln	824	567	833	1,657	4,908	7,659
Mark VI	826	767	832	1,658	5,606	7,118
GENERAL MOTORS	76,701	82,332	54,620	131,321	767,318	520,957
Buick Division	17,600	19,993	10,052	27,652	184,055	127,121
Skylark	3,570	5,585	3,530	7,100	52,497	21,055
Skyhawk J	2,575	.....	.....	2,575	.....	14,455
Century	2,665	3,990	2,621	5,286	36,193	24,520
Regal	4,885	5,950	.....	4,885	49,178	30,464
Buick	3,170	3,360	3,196	6,366	34,337	31,780
Riviera	735	1,108	705	1,440	11,850	4,847
Cadillac Division	5,900	6,549	4,371	10,271	62,702	46,041
Cimarron	280	.....	.....	280	.....	773
Seville	665	810	644	1,309	6,806	4,253
Eldorado	1,355	1,475	1,374	2,729	13,370	11,583
Cadillac	3,600	4,264	2,353	5,953	42,526	29,432
Chevrolet Division	27,180	30,665	17,180	44,360	272,773	132,887
Chevette	6,880	8,060	6,477	13,357	58,243	20,052
Cavalier	3,870	.....	1,717	5,587	.....	19,056
Celebrity	2,205	.....	432	2,637	.....	8,761
Camaro	5,200	3,045	4,352	9,552	24,988	37,655
Citation	3,310	8,955	3,090	6,400	68,810	17,544
Malibu	3,140	6,615	.....	3,140	48,811	12,093
Monte Carlo	1,575	3,190	.....	1,575	26,050	8,009
Chevrolet	400	.....	506	906	38,121	3,871
Corvette	600	800	606	1,206	7,750	5,846
Oldsmobile Division	17,100	17,074	15,159	32,259	180,676	151,729
Omega	1,665	3,550	1,582	3,247	30,439	13,642
Firenza	2,225	.....	.....	2,225	.....	20,344
Cutlass	4,800	7,525	4,719	9,519	86,052	36,669
Cutlass/Ciera	2,135	.....	2,751	4,886	.....	20,407
Oldsmobile	5,430	4,970	5,252	10,682	54,639	53,277
Toronado	845	1,029	855	1,700	9,546	7,390
Pontiac Division	8,921	8,051	7,858	16,779	67,112	63,179
Acadiant †	305	685	307	612	3,896	612
J2000	560	.....	318	878	.....	2,716
T1000	237	.....	564	801	.....	1,383
Firebird	2,639	952	2,432	5,071	10,421	20,574
Phoenix	505	2,354	927	1,432	23,816	4,941
Grand Prix	1,640	2,400	1,656	3,296	16,472	15,797
Bonneville ('82)	1,640	.....	1,654	3,294	.....	15,761
A6000	1,395	.....	.....	1,395	.....	1,395
LeMans	.....	1,460	.....	.....	9,480	.....
Pontiac	.....	200	.....	.....	3,027	.....
VOLKSWAGEN	3,565	4,160	.....	3,565	37,704	20,827
CHECKER	.....	60*	100*	100*	463	700*
Total Cars, U. S.	120,753	140,039	80,772	201,525	1,217,326	803,381

TRUCK PRODUCTION IN U. S.†

	Week Ended March 13, 1982	Week Ended March 14, 1981	Week Ended March 6, 1982	March to Date	Jan. 1 to March 14, 1981	Jan. 1 to March 13, 1982
CHEVROLET	13,455	8,215	13,149	26,604	118,207	125,356
DODGE	3,500	1,700	2,280	5,780	13,516	22,747
FORD	17,677	13,152	12,088	29,765	113,614	116,467
GMC	4,412	4,225	4,343	8,755	44,469	43,479
INTERNATIONAL	1,150*	1,690	1,130*	2,280*	15,199	10,218*
VOLKSWAGEN	715	1,040	.....	715	9,143	4,062
JEEP	2,473*	1,550*	.....	2,473*	18,586*	14,659*
AM GENERAL	50*	85*	50*	100*	850*	400*
MISCELLANEOUS	1,400*	1,200*	1,400*	2,800*	10,900*	14,000
Total Trucks, U. S.	44,832	32,858	34,440	79,272	344,484	351,388

CANADIAN TRUCK PRODUCTION

	Week Ended March 13, 1982	Week Ended March 14, 1981	Week Ended March 6, 1982	March to Date	Jan. 1 to March 14, 1981	Jan. 1 to March 13, 1982
CHRYSLER CORP.	2,000	1,600	2,016	4,016	11,200	17,484
FORD MOTOR	3,218	3,520	3,326	6,544	34,715	20,519
GENERAL MOTORS	5,896	6,400	5,827	11,723	63,611	46,973
INTERNATIONAL	260	245	262	522	2,600	2,367
Total Trucks, Canada	11,374	11,765	11,431	22,805	112,126	87,343
N. American Trucks	56,206	44,623	45,871	102,077	456,610	438,731

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended March 13, 1982	Week Ended March 14, 1981	Week Ended March 6, 1982	March to Date	Jan. 1 to March 14, 1981	Jan. 1 to March 13, 1982
AMERICAN MOTORS	600	720	610	1,210	5,664	4,970
CHRYSLER CORP.	3,440	.....	3,513	6,953	3,538	33,108
FORD MOTOR	8,060	4,792	496	8,556	18,350	36,302
GENERAL MOTORS	5,400	12,512	9,338	14,738	103,850	66,637
VOLVO	225	225	225	450	2,149	2,249
Total Cars, Canada	17,725	18,248	14,182	31,907	133,551	143,266
N. American Cars	138,478	158,288	94,954	233,432	1,350,877	946,647
N. American Trucks	56,206	44,623	45,871	102,077	456,610	438,731
North American Cars and Trucks	194,684	202,911	140,825	335,509	1,807,487	1,385,378

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.